

Librería  
**Bonilla y Asociados**  
desde 1950



**Título:** Modern Management: Concepts And Skills

**Autor:** Certo Samuel C.

**Precio:** \$695.00

**Editorial:**

**Año:** 2008

**Tema:**

**Edición:** 11<sup>a</sup>

**Sinopsis**

**ISBN:** 9780136010166

**KEY BENEFIT:** Continuing the tradition of being a concept-oriented text grounded in recent research, the 11th edition seeks to deepen the learning experience by incorporating a skills focus. Modern Management 11e is a traditionally organized principles of management text that integrates core concepts with skill training in how to apply those concepts.

**KEY TOPICS:** Management Skills: The Key to Organizational Success; Managing: History and Current Thinking; Modern Management Challenges such as Corporate Social Responsibility and Business Ethics, Diversity, Managing in the Global Arena, and Entrepreneurship; Strategic Planning and Decision Making including Planning Tools; Fundamentals of Organizing, Responsibility, Authority, and Delegation; Managing Human Resources; Managing Organizational Change: Stress and Conflict; Fundamentals of Influencing and Communication including Leadership, Motivation, Groups and Teams, Corporate Culture, and Creativity and Innovation; Controlling, Information, and Technology; Production Management and Control  
For business professionals looking for an up-to-date management text with a skills focus.